

NEW STORE TO OPEN — The new Woolco Department Store in the Towne and Country Shopping Center on South General Bruce Drive in Temple will open Wednesday for its first day of business.

Wednesday Opening Set For New Store

The Temple Woolco Store will have ribbon cutting ceremonies and opening at 9:30 a.m. Wednesday. Located in the Towne and Country Shopping Center on South General Bruce Drive, the new store will feature a full line of brand name merchandise for the home and family.

Woolco is a division of the F. W. Woolworth Co., and the store will be the sixth Woolco store in Texas. Others are in Dallas (two stores), San Antonio, Corpus Christi, and Amarillo. The Temple store will be No. 68 in a chain that covers the United States and Canada.

The new store covers 70,150 square feet and features single-story selling. Separate departments encompass every household need for the family from clothing to appliances, tools, to automotive equipment.

Departments include major appliances, lamps, pictures, mirrors, and frames, tools and hardware, paint, floor covering, sporting goods, luggage, toys, hobby shop, pet shops, drugs, ladies' and girls' ready-to-wear, infants' clothing and accessories,

bathroom accessories, draperies, and curtains, linen, shoes, record shop, jewelry, cameras, boys' clothing, housewares, quality furniture, and auto center.

A special feature of the store will be the Red Grille where customers can eat a full meal or just a quick snack. Tastefully decorated in red and white, the cafeteria-style restaurant will seat more than 60 people.

W. L. Reynolds, manager of the new store, said that all merchandise will be in and ready for the opening day.

"Our personnel are trained to give good service to all customers and multiple checkout centers will provide speedy service," he said. The store will open with 14 checkout stands at the exits and will operate as a self-service store, allowing one checkout for items from all departments.

The store will employ more than 150 persons, many of whom already lived in the Temple area. Reynolds came to the store from a Woolco store in Oklahoma. Other top personnel will include M. E. Ruebush of

Louisville, Ky., assistant manager, and W. A. Blackmore, and E. M. Powell, division managers. All have come up through the ranks in Woolco or Woolworth stores. New to the family is Sherrill H. Schwartz, advertising manager.

The Woolco store is modern in every respect. It has wide aisles, high ceilings, the latest in lighting and display areas, and the entire store is air conditioned the year around. Some areas are carpeted and counters are low, giving an airy appearance.

The store will offer a full line in every department and will feature name brand items at competitive prices.

Complete credit facilities are available and customers will have a choice of the 30-day charge, revolving charge, installment buying, and layaway plans.

The first Woolco store opened in Columbus, Ohio, in June, 1962. Since that time more than 60 others have opened in the United States and Canada and others are in the planning stages. All of the stores feature a "new fashion in modern retailing."



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